

## AMERICAN SALESMEN ABROAD.

Up-to-Date Italian a Customer—Spain and Portugal Could Be Easily Induced to Buy From Us—Among the Greek Merchants—Opportunities in Turkey, Russia and Siberia.

FRANK G. CARPENTER TELLS HOW THEY CANVASS OLD WORLD CITIES AND HOW THEY COULD MAKE ALL EUROPE A MARKET FOR OUR PRODUCTS.

Special Correspondence of The Sunday Republic.  
Hamburg, Germany, Oct. 2.—Uncle Sam is the best manufacturer and the poorest salesman on earth.

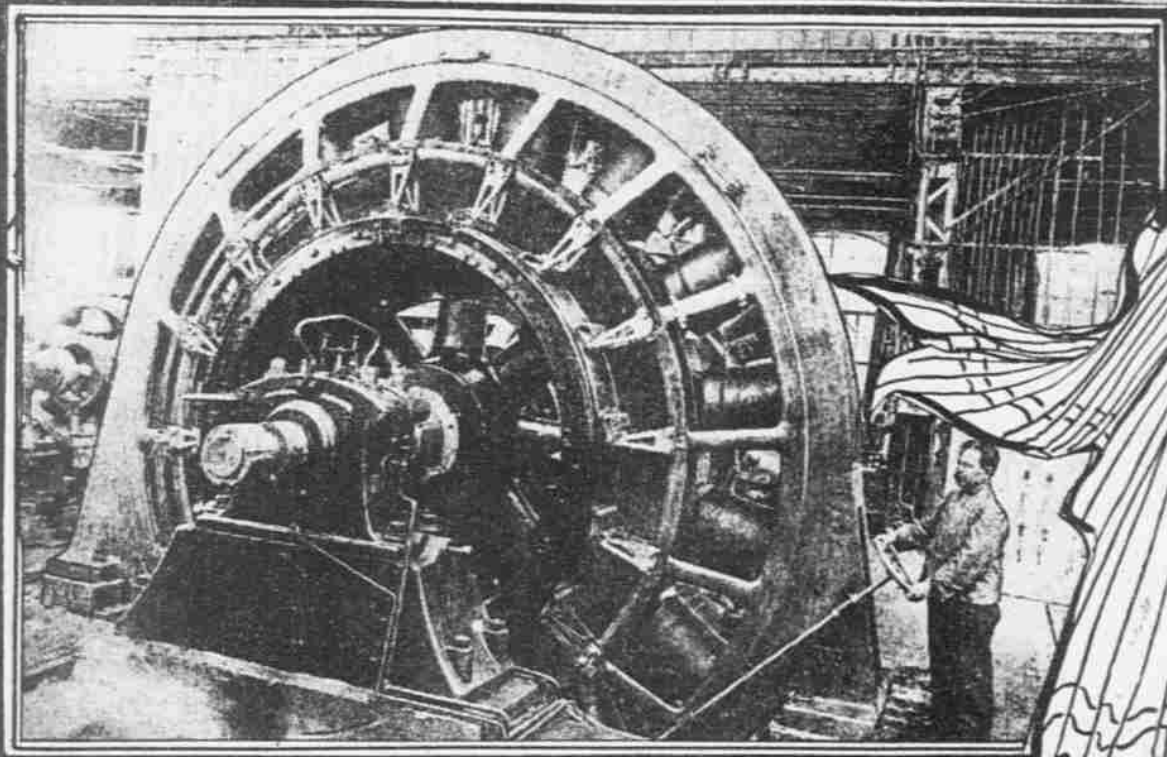
He knows how to do business at home, but he fails along at the tail of the procession in his business methods abroad.

He makes great sales because his goods are better than any others, but his trade is conducted in a haphazard manner, and it might be increased a hundredfold.

Nevertheless, it astonishes the nations. We are now selling a billion dollars' worth of goods every year in Europe, and our total foreign sales amount to something like three billions.

Our exports are about a million dollars a day, and we export on twice as much and make double the money.

## A SIBERIAN VILLAGE.



## AN AMERICAN DYNAMO AT WORK IN BELGIUM.

What we need is live men on the road. We want Simon-pure Americans who are educated for the trade.

We should copy the Germans. They send their salesmen abroad to study the languages and countries where they are to work.

They study the people and make and pack their goods to suit them.

I have just come from Russia. The Germans are doing more business there than any other nation.

I met their salesmen on every train and found their commercial agencies in every city.

The most of my interpreting was done through Germans who spoke Russian.

I found that nearly every man had a large acquaintance and that he knew the standing of the different merchants.

Several of them told me they had set aside the Russian trade for their life work and that they expected to stay with it until they had made their fortunes.

Some of these men are also handling American goods, but they always put the German goods first.

It is one word for the United States and two words for Germany, and as a result the American product has to be by far the better to make a sale.

RUSSIA IN INFANCY OF ITS DEVELOPMENT.

Indeed, there is not a better field in Europe than Russia for the American drummer.

The market there is beyond conception, enormous.

Its imports are close to a million dollars a day, and they will double within a few years.

Russia is in the infancy of its development.

The wants of the people are like ours, and our goods please them better than any other.

They are our friends and they would rather deal with Americans than Germans, English or French.

Any bright young American with good commercial instincts can go to Russia and make a successful life business of handling American goods.

He will have to learn the language and study the market and try to supply it.

He might get a chance at the Government business, which alone would give him a respectable income, and he could build up a trade which would net him a fortune.

There is room for scores of our young men there, and especially in the Asiatic Provinces.

I met a number of American salesmen in Russia.

The most of them were handling reapers and mowers, thrashers and heavy farm tools.

The opening there for such machines is enormous.

The Russian Empire is the greatest farm upon earth and is now a century behind the times. Steam plows, steam thrashers and steam engines of all kinds can be sold.

There is a big opening for American pumps, windmills and gasoline engines.

Heavy plows are needed, for the country is now only scratched, and where deep plowing is done there is little danger of drought.

Our goods are popular and the drummer who speaks Russian will have no trouble in making sales.

Another important field is Siberia.

That country is bigger than all Europe, and the southern part of it compares with our wheat lands in the Northwest.

It is rapidly settling and the openings for American goods are very great.

OPPORTUNITIES FOR BUILDING UP A BUSINESS IN SIBERIA.

I have told of Enoch Emory, the Cape Cod boy, who made a million dollars in working the territory in the past.

He will use the opportunities for building

ing up a business in Siberia are enormous. The Germans are attempting it and succeeding.

They have big houses at Vladivostok, Irkutsk and other places, and there is one German firm which has eighteen branches, selling everything, from a needle to a thrashing machine and from a saddle to a steam engine.

American machinery is already well known in Siberia.

Many of the locomotives on the railroad came from the United States, some of the biggest bridges were built by Americans and the people favor American trade.

The man who goes there must study German and Russian. He must make his own acquaintances and learn the standing of the merchants.

He should have catalogues and price lists in the Russian language, using Russian money, weights and measures, and, if possible, he should carry a stock of goods with him, having a warehouse or supply point here and there along the Trans-Siberian Railroad.

I am told that goods will bring 25 per cent more if they can be delivered at the time they are sold.

The Siberian Russians like to see the goods before they buy them and to carry them away when purchased.

Much of the Siberian business is done upon credit, but the people are sound financially, as a rule, and they pay their notes, not objecting to a good round interest.

At present the demand there is for our agricultural implements and farm tools.

There is also an opening for all kinds of milling and mining machinery.

The Government owns vast tracts, and its orders for foreign tools are large.

The commercial traveler will also have a chance to work among the villages, many of which own lands in common, buying their machinery at wholesale.

In such trades the sales are made to the head men of the village, and the drummer should be something of a diplomat and a good mixer.

During the past year I have been traveling chiefly in Northern Europe along the tracks of our commercial invasion.

I am told that our sales are increasing in Southern Europe as well, and that there is a big field there for the American drummer.

We are already sending something like \$20,000,000 worth of stuff every year to Austria-Hungary.

AMERICAN REAPER IN THE DANUBE VALLEY.

The American reaper and mower is now cutting the wheat along the Danube; our four-milling machinery is used in Budapest, the Minneapolis of Europe; and Vienna is importing so much American food that the home manufacturers are trying to prevent them coming in.

It is the same with American leather and the American shoe. The mechanics having risen up in arms against our foot-wear. Indeed, no country in Europe is so opposed to American products as Austria.

Nevertheless, the Government has recently placed contracts for American machinery to be used in its public improvements to the amount of \$100,000,000.

I met the other day a man who had just come from Barcelona, Spain.

He says that city has American street cars, but they have painted out the names of the American makers and put Spanish names in their places.

He says that Spain is using American goods under foreign labels, and that the market is now open to American importations.

Spain has a foreign trade of about \$25,000,000 a year, and a large share of this should come to us.

This is especially so, as by the acquisition of the Philippines and Porto Rico we have become to a certain extent Spanish, and are fast acquiring Spanish speaking commercial travelers.

Our drummers who go to Spain should be able to speak the language.

They should carry a full line of samples and should expect to do their business by talking rather than by letters and catalogues.

The Standard reads little, but he likes to talk, and is always ready to look at goods.

Theoretically the commercial traveler is expected to pay a tax in Spain, but he seldom does so.

There is also a good opening in Portugal, but the drummer who goes there must call on the Governor of the first port at which he stops and get a residence permit. This will cost him \$2, and if he establishes himself for general business he will have to pay a tax of from \$100 to \$250 per annum.

SHOULD BE ABLE TO SPEAK FRENCH OR ITALIAN.

The American drummer will have little trouble in Italy if he speaks French or Italian, or even Spanish.

He will find a wide-awake country and one that is doing an enormous amount of farming, mining and manufacturing.

Italy is three times as big as Indiana and its population is more than one-third that of the United States. It is a country of wealth, notwithstanding the many statements that it is poor.

Its foreign trade amounts to more than half a billion dollars a year, and it buys almost \$200,000,000 worth of goods annually.

It is one-tenth of its purchases being from the United States.

We send Italy farm machinery, farm tools, food products and raw materials in the shape of cotton and other things.

The country has 2,000,000 spindles in its cotton mills, and they turn out a product of \$20,000,000 a year.

There are 50,000 hands employed in these cotton factories and 30,000 hands in the woolen mills.

A large business is done in iron and steel, and also in silk and flour.

At present the branches of our trade which are selling most are those dealing in heavy farm machinery.

Italy has something like 50,000,000 acres of farms, and although parts of the country, like the plains of Lombardy, are well cut up by mulberry plantations and irrigating ditches, our hay rakes and reapers and mowers can be used.

The McCormicks, the Deeringes and a number of other harvester companies have their agents on the grounds, and they tell me their trade is increasing.

There is considerable business done in electrical machinery by the General Electric Company and the Westinghouse Company.

Many of the towns already have electric railroads and electric lights, and telephones are being put in almost everywhere.

There is an American in Florence who is making carbide for acetylene gas, and

there are American importers in Milan and Genoa.

WAREHOUSES NEEDED IN GENOA AND MILAN.

I am told that it would pay well to open American warehouses in both Genoa and Milan.

Genoa has direct connection with the United States, and it is to a large extent the commercial center of Italy.

It has one of the best harbors of the Mediterranean Sea, having spent something like \$20,000,000 during the present generation on harbor improvements.

This is to be still further increased by a breakwater, which will cost about \$5,000,000.

I understand that American contractors have offered to undertake the job and to accept bonds in payment thereof.

Milan has something like half a million people.

It is the center of trade for the Lombardy plains, and is a splendid place for the sale of farming tools and farm machinery. It has many factories and its wholesale houses have connection with every part of Italy.

A warehouse here could show its goods to people from all parts of the country, and if it were managed by Americans who spoke Italian it would do well.

What Italy needs is American drummers with a knowledge of the Italian language and of the customs and habits of the people.

The Italians are slow.

They don't care for catalogues, but they want to see samples and talk over the goods face to face with the seller.

The American drummer should come intending to stay until he knows the field and be willing to take time for his sales.

You can't hustle an Italian.

At present many American bicycles are being used. Some two-wheeled plows are sold and also a few thrashers.

The Italians claim that our thrashing machines are not economical, they say they waste the grain, and they therefore prefer other makes.

We sell some goods to the Greeks, but mostly through British, German and Italian merchants, who label them with other names.

FOREIGN MIDDLEMAN EARNS AN ENORMOUS PROFIT.

The American exporter has thus to pay a big profit to the foreign middleman, and he loses the chance of making a reputation for his goods, as the trade-marks are changed.

As it is, four-fifths of the American goods sent to Greece are handled in this way. American commercial salesmen should visit Greece in person and work the country, accompanied by their sample trunks.

The Greeks want the best and they will pay for it if they know they are going to get it.

The Europeans give them long credit, but I am told that many of the Greek merchants are unreliable, and that every customer should be fully investigated.

This trade might be prospectively by the American drummer stationed in Italy. It takes but a day or so to cross the Mediterranean from Italy to Greece.

The best place to stop is Athens, where there are excellent accommodations at a cost of \$3 a day.

Greece is a small country, and it can be easily worked.

At present we are annually selling the Greeks about 15,000 bales of cotton.

They buy our calicoes and shawls,



## AMERICAN WIND MILL DUMPS NEEDED. HUNGARIAN FARM SCENE.



## AN AMERICAN IMPORTING HOUSE AT MOSCOW.

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They buy our calicoes and shawls,

watches and jewelry, sewing machines and typewriters and also our farm tools and farming machinery.

In return we annually import from them from fifteen to twenty thousand tons of seedless raisins, known as Zante currants.

THE BALKAN STATES AND TURKEY.

The Balkan States of Serbia, Bulgaria and Roumania are all using more or less American goods.

Their total trade, however, is small, and it will not pay our commercial travelers to work the territory.

It can be mastered by the agencies at Buda-Pesth or from Constantinople or Odessa. If American firms have correspondents and agents at those places,

the countries are very backward and sooner or later they are bound to use our farm tools and our heavy farm machinery.

AMERICAN GOODS ON EXHIBITION AT CONSTANTINOPLE.

Speaking of American warehouses abroad one has recently been opened in Constantinople.

It is known as the American Oriental Agency and it handles goods on commission.

It shows the goods in its warehouses, and when sold it pays the American exporter for them, taking its commissions out of the sales.

This warehouse has all sorts of agricultural machinery and farm tools.

It is handling windmills, pumps, lamps, jewelry and stationery supplies, as well as sewing machines, typewriters, clocks and watches, and American notions.

Turkey is now buying considerable hardware of the United States.

Five hundred large agricultural machines were sold there last year.

New openings are coming up as to rail-road materials, although the supplies for the concession recently granted for a road from Constantinople to the Persian Gulf will probably come from Germany.

There are also openings in Asiatic Turkey, Palestine and Egypt, but these I will refer to in my next letter, which will describe a trip around the world with the American drummer.

FRANK G. CARPENTER.

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